



CITY OF HAYWARD LIBRARY COMMISSION
Hayward Public Library
Administrative Office
835 C Street, Hayward

A G E N D A

Monday
May 16, 2005 - 7 PM
Library Commission Meeting

1. *Call to Order*

2. *Pledge of Allegiance*

3. *Roll Call*

4. *Minutes of Meetings of April 15, 2005 and April 18, 2005*

5. *Public Comment*

The Library Commission welcomes public input. The first part of Library Commission Meetings is devoted to hearing comments from the public regarding general Commission business. Public Comment on specific agenda items may also be offered during the public input period. However, because of the Brown Act, the Commission cannot discuss or vote on any item raised by the public or any of its own members unless the item appears on the posted agenda. (Individual comments are set at a 3-minute time limit; comments on behalf of a group are set at a 5-minute time limit.)

6. *Friends of the Hayward Public Library Report*

This time is provided for the Library Commission Liaison of the Board of the Friends to report on the activities of that group.

7. *Old Business*

a. **Library Director Recruitment.** The Library Commission will select a representative to serve on the oral interview panel for the Library Director recruitment.

b. **Statement to City Council on Safety Issues.** The Library Commission will discuss the City Manager's cover letter to the Library Commission memorandum to the City Council.

8. *New Business*

Presentation by the Youth Services Manager. Sherry Kumler, Youth Services Manager, will provide a presentation on Youth Services.

9. *Library Director's Report*

Report on the status of library activities and statistics including the areas of Administrative Services, Adult Services, Youth Services, Library Operations and the Literacy Program.

10. *Library Commission Report*

This time is provided for Commissioners to share information on Library activities in which they have been engaged or in which they will participate.

- a. **Discussion of the Commonwealth Club panel on "Libraries in the 21st Century - Do We Really Need Them."** Commissioners will discuss the panel discussion.
- b. **Annual Library Commission Dinner.** The Library Commission will begin planning for their Annual Dinner.

11. *City Council Liaison Report*

This time is provided for the City Council Liaison to share information on City matters that are of pertinence to the Library Commission.

12. *Agenda Building*

This time is provided for Commissioners to request items to be listed on the Library Commission Agenda for coming months.

13. *Meeting Evaluation*

This time is provided for Commission feedback regarding the meeting - noting procedures that were productive, identifying methods that could be adopted to improve effectiveness.

14. *Adjournment*



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Doug Moon at 510/881-7954 or by calling the TDD line for those with speech and hearing disabilities at 510/293-1590.

CITY OF HAYWARD
Minutes of the Special Joint Meeting
of the Library Commission and
Friends of the Hayward Public Library Board of Directors

April 15, 2005 - 5:30 PM
Administrative Office
Hayward Public Library

1. **Call to Order**

The special joint meeting of the Hayward Library Commission and Friends of the Hayward Public Library Board of Directors was called to order by Library Commission Chair Linda Bennett at 5:35 PM.

2. **Pledge of Allegiance**

Commissioners recited the Pledge of Allegiance.

3. **Attendance**

Library Commissioners

Linda Bennett
Lisa Brunner
William Burnside
Jessica Fields
Elsa Glines
Judy Harrison

Friends of the Library Board of Directors

Helene Carr
Nancy Eager
Evelyn Gertler
Peggy Robinson
Irene Rockman

City Council Liaison:

City Council Member Bill Quirk

Staff:

Jesús Armas, City Manager
Doug Moon, Acting Library Director
Linda Atwater, Administrative Secretary

Guests:

Bobbi Peckham, Peckham and McKenney

4. **Public Comment.** No public comment was offered.

5. **New Business.**

Library Director Recruitment. The purpose of the special joint meeting of the Library Commission and Friends of the Hayward Public Library Board Directors was to provide an opportunity for input to the recruitment firm of Peckham and McKenney regarding the Library Director recruitment. The City Manager advised the Commission that the City Council has authorized a contract with the firm of Peckham and McKenney to commence recruitment for the positions of Library Director, Human Resources Director and Director of Public Works. One of the early steps in the recruitment process is to invite interested parties to provide input to the recruitment firm as to the qualities, attributes, and characteristics that bear consideration as the profile for the candidate is developed.

Bobbi Peckham, of Peckham and McKenney, was introduced to the Library Commission and Friends Board of Directors. Ms. Peckham advised the Commission that she had met with the Library staff at a special meeting yesterday (April 14, 2005) to obtain their input. She acknowledged that it is very helpful to have the input of the staff and other interested and involved parties who will be working closely with the new Library Director. She provided an overview of the recruitment process and invited the Commission to comment on what they saw as the issues and challenges that face the Hayward Public Library and how that will affect the new Library Director.

Commissioners and Friends Board Members offered the following:

The Hayward community has the need for a new library building for Hayward and a candidate who has experience in a building program would be of great benefit. The details of a building program were discussed. Of particular importance was finding an individual with the energy required to go out into the community to draw from them what their needs are, and what would be the main purpose of the new library.

Someone who would establish a strong relationship with the schools and make the library an integral part of the school experience.

The Hayward Public Library has a strong outward service orientation, and is very interested in what is happening in the community, in the schools, businesses, and the multi-cultural community. Someone who can continue to look outward as well as inward, and establish those relationships.

The Library serves as the educational center, the Internet center, a center for families and programming. The Literacy Program offers free tutoring to adults to improve their reading skills, an after school homework help program, and a families for literacy program. Someone with a sensitivity and orientation to that legacy, to ensure that it is carried on and continues to go forward.

Someone who thinks outside of the box and is willing to risk being told no. A candidate who is energetic, willing to look at bond issues, working with government, working with citizens, and willing to try something new.

There is a need for advocacy in the City government structure, within City Departments and within the community. Particularly in later years, as the community has become more and more diverse, there are people in the community who come from cultures where public libraries are unknown, so much outreach and advocacy on every level is needed. The Library needs a director who is enthusiastic and tactful in that advocacy role.

It is important for the new director to have a positive attitude about the professional development for staff and have an attitude about making sure that staff stays current with new services, technologies, collection formats, etc., so that they can best meet the needs of the community.

A director who will recognize the value of the employees as professionals and have that kind of relationship with them.

Somebody who will appreciate that there are people working with them who possess much knowledge, and that by working together, both help each other in moving things forward.

Ms. Peckham asked the group how they would characterize the Library staff. The response was "Fabulous!" Positive comments were offered on the entire staff, the pages, the librarians, the clerical staff, and how everyone was very helpful.

The Commission and Friends Board of Directors continued with their comments with regard to a new Library Director:

Standard leadership skills are necessary. Every director needs to be strong in budgeting and human resources issues. Someone with operational experience and who is comfortable in working with City legal counsel.

Someone who will be supportive of the Friends of the Library.

While recognizing that technology is important, children should be raised to appreciate books. The Library offers many wonderful programs that are important for children, the story times, the after school session, the Summer Reading Game. As valuable as technology is, children should be brought up to love books.

There are the Friends of the Library group, the Library Commission, and the Literacy Council. For years, there has been discussion on the establishment of a Foundation. There are some people who are very interested in working to start up a foundation. It would be important to have a new Director who is interested in this endeavor.

Someone who is comfortable in working with consortia, such as BALIS, LINK+, III Director's Council. Somebody who will be proactive and interested in working with constituencies across counties and cities to provide the services that are needed.

Another point, which actually would be a selling point for someone who is interested in being our Director, is that the Hayward Public Library has a lot of influence. The Library is very important in education. The school district has had very severe problems which is probably one reason why the library is even more important to the community. There is a real civic responsibility for the Library Director.

Hayward is a unique City in that there are two colleges in the City, Chabot College and Cal State University. This presents a unique opportunity for the two year college, the four year university, and the public library to work more closely together. Someone who was interested and enthusiastic in doing this would be welcome.

Somebody who could reach out into the community and help with the effort to build a new library, perhaps an additional branch library. Whatever it is that is decided the community needs. The ability to reach out and get the community involved and help in the effort to bring forward that new library.

Ms. Peckham advised the group that it was going to be a relatively aggressive search, and shared that her style is to "Get them going, keep them going, get people's interest and keep them involved and interested." The recruitment includes several components; advertising, the development and mailing of an attractive marketing piece (the brochure) and follow-up telephone calls. Many of the ads have already been placed and Ms. Peckham welcomed any recommendations on advertising sources.

The brochure will be written this weekend and brought back for review by the Human Resources Department. It will probably be printed and go out by the end of April. It will be an attractive marketing piece that will be mailed to all of the libraries in California. It will be available online, on the City's website and the website for Peckham and McKenney. The brochure style being considered would talk in detail about the City, the organization itself and a bit of the history, with an insert for each position that will contain photos, and information about each position, the issues, challenges, and what is being sought for each position.

The mailing of the brochure is followed up with phone calls from Ms. Peckham directly. She will talk with as many potential candidates as she can to identify who are the real movers and shakers in the industry. The filing deadline is May 23, 2005. Ms. Peckham will review all of the resumes, then start doing preliminary interviews (toward the end of May/early June).

A concern was expressed about making sure that the word gets out as broadly as possible. It was recognized that one can't rely on the print journals, because the lead time is too long. It was commented that this was a short window and it was important to get the word out to be sure that the recruitment was as successful as possible.

The minimum qualifications for the position were discussed. The requirement is eight years of increasingly responsible experience in professional public library administration and the possession of a Master of Library Science Degree from an accredited college or university.

In terms of numbers, Ms. Peckham commented that she is often asked how many resumes would be expected in such a recruitment effort. For the Library Director position in Sacramento, with a major, national search, and participation in the library conference in San Francisco, there were 25 resumes submitted. Eight candidates were invited to the finalist interviews.

A "selling point" for Hayward was offered with it being noted that "it's a nice City with a hometown feel."

With the recruitment strategy that has been outlined, and the deadline of May 23rd, the start date would probably be in August/September.

The City Manager recalled that at his last meeting with the Library Commission, he indicated that consideration would be given to having Commission representation on one of the oral panels, and this is still under consideration.

A discussion on the cost of housing in the Bay Area and how this may affect the recruitment ensued.

The Commission and Friends of the Library Board expressed their appreciation to the City Manager and to Ms. Peckham for the opportunity to provide input into the process. Ms. Peckham has provided the Library Administrative staff with her business cards and welcomes the receipt of further input or the names of possible candidates.

6. Adjournment

Commission Chair Bennett adjourned the meeting at 6:34 PM.

CITY OF HAYWARD
Minutes of the Library Commission Meeting
April 18, 2005 - 7 PM

Administrative Office
Hayward Public Library

1. **Call to Order**

The meeting of the Hayward Library Commission was called to order by Commission Chair Linda Bennett at 7:04 PM.

2. **Pledge of Allegiance**

Commissioners recited the Pledge of Allegiance.

3. Attendance	Present This Meeting	Present To Date	Absent to Date This F/Y
Linda Bennett	X	9	0
Lisa Brunner	X	8	1
William Burnside	X	7	2
Jessica Fields	X	7	2
Elsa Glines	X	8	1
Judy Harrison	X	6	1
Helen Wu	0	6	3

City Council Liaison: City Council Member Bill Quirk

Staff: Doug Moon, Acting Library Director
Linda Atwater, Administrative Secretary
Laurie Willis, Adult Services Manager

4. **Approval of Minutes of Meeting of March 21, 2005**

Board Action: It was moved and seconded (Glines/Fields) to approve the minutes of the meeting of March 21, 2005 as submitted. Unanimously carried.

5. **Public Comment.** Commissioner Harrison offered comment on her attendance on the recent panel held at the Commonwealth Club, on the topic of "Libraries, Do We Need Them?" The session was led by two Librarians. "Libraries Serve Humanity" was an often expressed term during the panel. Commissioner Harrison was pleased with the talking points that were gleaned from the session. She took notes and will prepare them for the Library Commission. For the purpose of discussion, this item will be revisited under Library Commission Reports.

The Commission changed the order of their Agenda, switching the order of the Friends of the Library Report and the item of New Business.

6. New Business

Adult Services Presentation. Laurie Willis, Adult Services Manager provided an overview of the services provided by the Adult Services Division, using a PowerPoint Presentation. Following her presentation, several handouts were distributed to Commissioners and time was allotted for a question/answer session. Explanation was offered with regard to several items contained in the statistical report.

7. Friends of the Library Report

Commissioner Judy Harrison provided the Friends of the Library Report. The Friends raised \$2300 in the Saturday and Marge Keller Book Sales for the month of March 2005. The Big Book Sale is scheduled for April 29 and 30, 2005. A membership drive is underway, and there are several vacancies on the Friends of the Library Board. Explanation of a new fundraising campaign called "Shop for your Library" was provided and the Friends will soon participate in this effort. Commissioner Brunner has volunteered to take on the responsibility of conducting the on-line book sales, formerly handled by Bob and Anne Ford. Her willingness to assume this task was appreciated by the Friends and the Commission.

The Friends of the Library have appropriated funds to provide for all of the promotional giveaways that will be handed out from the Library Booth at the Downtown Street Parties, Cinco de Mayo, Cultures in Harmony, and a children's fair. The Friends have also provided funding for a major portion of the programming and other expenses for the Summer Reading Game Program and the Cultures in Harmony Festival.

- 8. Library Director's Report.** The Acting Library Director, Doug Moon, highlighted several items that were included in the Library Commission Agenda Packet. Much effort has gone into special cleaning projects and space reconfigurations in the building. In the monthly statistical report that was discussed earlier in the meeting, the Acting Library Director called Commission attention to the number of Registered Borrowers. The records for customers who have not used their Library cards for three or more years are now being deleted from the patron database on a monthly basis. This was a record purge that used to be done on an annual basis. This will provide a much more current and accurate picture of active Library borrowers. A legislative update was shared with the Commission. In this report from the State Library, it was noted that a majority of the Assembly Budget Subcommittee Members is recommending to the Governor that \$2.2 million not be cut from the Public Library Fund. Council Member Quirk commented quite favorably on the new format of the Monthly Statistical Report and expressed his appreciation for the inclusion of the one additional year in the reporting period. He finds the statistics contained to be very informative.

9. Library Commission Report.

- a. Report on CALTAC Workshop.** Two Library Commissioners and the Acting Library Director attended the CALTAC workshop, "Come Blow Your Horn," on Saturday, March 5, 2005. Comments on their participation in that session were offered. Of particular note was the opportunity to hear from the State Librarian, Susan Hildreth, who was the keynote speaker for the workshop. The topics for the workshop included Collaborations, Connections, and Cash/Fund Raising. The Acting Library Director commented on the successful fundraising campaign that a

retired businessman conducted for the Santa Cruz Public Library, that raised over \$3000 in one for the purchase of library materials. Two Southern California libraries are operating a passport service that generates approximately \$30.00 of revenue per passport issued, with additional funds raised when the photographs are taken at the Library. Information on a library that is selling books using Amazon.com was shared with the Commission. Another library offers a storytelling session at their local farmers' market. Commission Chair Bennett commented on the closure of the libraries in Shasta and Lassen, in addition to Salinas.

- b. **Review of Santa Clara Public Library Tour.** Commissioners offered comments from their tour of the Santa Clara Public Library, with comparisons made to the other libraries that have been toured. As Commissioners considered components of the various libraries that have been visited, ideas for a new library in Hayward were discussed.
- c. **Report on Development of Statement to the City Council.** Copies of the draft statement to the City Council, as prepared by Commission Chair Bennett and Commissioner Glines, were distributed for Commission review. The draft statement was read aloud and editing suggestions were offered for incorporation into a final document.

Board Action: It was moved and seconded (Fields/Burnside) to have the committee of Commissioner Glines and Commission Chair Bennett incorporate into a final document, the changes to the draft statement that have been discussed. The document will be signed by each member of the Library Commission. Unanimously carried.

Commissioner Harrison attended the forum that was sponsored by the Commonwealth Club on Friday, April 15, 2005, on the topic of "Libraries in the 21st Century, Do We Need Them?" She found the forum to be excellent and reiterated her offer to prepare her notes for distribution to the Library Commission. Commission Chair Bennett proposed discussion on this topic at the next Library Commission meeting.

10. **City Council Liaison Report.** Council Member Quirk advised the Library Commission that budget sessions are coming up in May. He will speak with the City Manager with regard to which day it is anticipated that the Library Department budget will be considered, to provide advance notice to the Commission. Commissioners discussed what level of input they will be able to provide at the session. As soon as the dates are announced, the Library Commission will be advised.
11. **Agenda Building**
Commissioners offered the following items for inclusion on upcoming Library Commission Agendas:
 - Discussion on the Commonwealth Club panel on "Libraries in the 21st Century - Do We Really Need Them"
 - Youth Services Presentation
 - Annual Library Commission Dinner Planning

- Library Director Recruitment.
Select a Library Commission representative to serve on the oral interview panel.
- Budget Update.

12. **Meeting Evaluation.** Council Member Quirk commented on the excellence of the presentation on Adult Services provided by Laurie Willis. He also offered praise for the contributions that were made by Commissioner Fields during various discussions. Commissioner Burnside suggested that Laurie Willis could lead instruction in a Library 101 course. Collectively, Commissioners expressed their appreciation of the overview on Adult Services that was provided by Laurie Willis. Commissioner Fields complimented the staff of the Hayward Public Library for the manner in which they interact with their clientele, observing that the staff is comforting to the people who use the library. Commissioner Glines appreciated each member of the Library Commission and expressed that she felt fortunate to be part of the group.
13. **Adjournment.** Library Commission Chair Bennett adjourned the meeting at 8:56 PM.